

## BUILDING AN IMAGE FOR THE CITY OF COOLIDGE

### KEY POINTS OF COOLIDGE

#### Name

“City of Coolidge, Home of the Casa Grande Ruins”

#### Location

A strategically located family city with access to Phoenix & Tucson Metropolitan Resources  
Ability to have that home town feeling, and at the same time avoiding the hassles and headaches of driving endless miles.

The Coolidge community includes a wide variety of retail and restaurant opportunities.  
The City of Coolidge welcomes you to be a part of their very unique and family oriented community.

#### Lifestyle

Smart well-managed city dedicated to the family

The hometown community spirit makes things happen

Low crime, cost effective lifestyle designed for today's and future family

The stars of Coolidge's night sky will take your breath away

The residents of Coolidge still maintain a growing spirit of community and pride of ownership we call home

Coolidge has many clubs & organization that work together to maintain a great community spirit.

Our transportation system is a model for the county.

Coolidge, Arizona is where great opportunities await.

**Education is very important to the City of Coolidge, aside from the Public and Charter schools; we have an accredited technical and college as well. Central Arizona Valley Institute of Technology (CAVIT) school is within the city limit, they offer courses for High School students such as Veterinary Assistant, Cosmetology, Medical Assistant, Fire Science, Law Enforcement & Massage Therapy; Central Arizona College (CAC) which is on the outskirts of town are also very involved in the community the institution's diverse college community values the power of innovation, continuous quality improvement and the contribution of the individual.**

So close to metro areas, yet you still get that home town feel

#### Tourism

Coolidge, “Home of the Casa Grande Ruins National Monument”

The City of Coolidge has events that bring agriculture as well as its roots to the forefront.

The City of Coolidge airport is home to monthly social fly-ins of aircraft from around the country, come have breakfast with us.



540 N. Camino Mercado, Suite 2  
Casa Grande, AZ 85122  
(520) 836-6868  
www.caredf.org

The Coolidge Chamber of Commerce is very active in promoting tourist information to the many visitors that come to our city.  
The Chamber is very active in assisting the city as well as its businesses in growth and business retention.

**City Government / Economic Development**

The City of Coolidge’s elected officials maintain a high level of team spirit focused on smart growth

City of Coolidge staff stands out as one of the most industry friendly cities in the West  
City staff focuses on developing solutions in the development process, not presenting problems.

The City of Coolidge is willing to sit at the table, to find solutions.

Your Business matters to us.

Come and be a part of our community, a place where your opinion still counts.

You matter to Coolidge!

I have a quote from

Mark Koelzer	Coolidge Ace Hardware 1030 N. Arizona Blvd.  Coolidge, AZ 85228	O: 520-723-2906 F: 520-723-3015 C: 623-826-0038	<a href="mailto:imager@yahoo.com">imager@yahoo.com</a>
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Mark from Coolidge Ace Hardware has been in business for many years in California, and Arizona. He now has a store in Coolidge as well as Wilcox, Arizona. Mark said “ I have lived in and owned businesses in small towns for many years and Coolidge does it right .”



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***Comments/Notes from Committee Meeting held Tuesday, July 29<sup>th</sup>, 2010***

A place we call home  
City under the night sky stars  
A family-focused oasis community  
Cost-effective family lifestyle  
Family based community  
Growing spirit of community pride  
Coolidge, a commitment to community

50 minutes from international airports  
Proximity to sporting events/entertainment/additional amenities  
You can get there from here

Community activities built around families  
Coolidge, "Home of the Casa Grande Ruins"  
Home of Central Arizona College Signal Peak Campus

Let's work together and get it done  
Make it so  
Where opportunity awaits  
Opportunity under the night sky stars  
Customer service focus  
Welcoming business friendly community  
Solid agriculture based work ethic in labor force  
Family community recruiting key employers for premium jobs  
Growing retail base with access to metro markets  
Desire for new industry  
    Low water use, clean industry/ environmentally smart  
Leadership vows long-term commitment to new industry  
Swift, flexible city process